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ABSTRACT

This bibliography lists suggested readings about blacks, race relations, and the media to supplement conventional categories common to most journalism curricula. It was designed to meet a perceived shortage of instructional materials on the subject, a shortage that does not actually exist. Citations are organized under the topics of general race relations; history of blacks; black mass media; the effects, criticism, and portrayal of minorities and the mass media; and the employment of blacks in the mass media. (MKM)

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WHITE RACISM, BLACKS, AND MASS COMMUNICATIONS:

AN INSTRUCTION SOURCE BIBLIOGRAPHY

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Prepared for ad hoc committee on "integration of the Profession"

Minorities and Communication Division

Association for Education in Journalism

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In a 1978 survey among journalism school administrators around the country, conducted for the teaching standards committee of the Minorities and Communications division of the Association for Education in Journalism, it was found that many administrators and other journalism school faculty were under the impression that a shortage of instructional materials existed in the area of blacks and the media. That perceived shortage appeared, upon occasion, among the reasons for not offering instruction in subjects like racism in the news, the media's role in race relations, black newspapers and other media, the role of blacks in journalism history, and related fields of knowledge.

Since race relations is such a sensitive and critical area of news in today's society, neglected frequently and reported poorly, education for journalism needs to do a much better job of providing perspective on blacks and the media, if the standards of journalism are to be elevated significantly, during the next generation.

More perspective on problems involving race relations and the media--an understanding of their background, knowledge of their history, an appreciation of current conditions (the enduring impact of slavery's evil heritage, segregation and its influence upon the media, stereotyping of racial minorities, lingering discrimination, etc.) the need for more black involvement in mass communications of every kind--can be provided through units in courses like press and society, news reporting, editing, communications law and ethics, and journalism history. Special project offerings provide additional opportunities. Specialized courses in minorities and the media are feasible, at most schools.

Organized and developed through categories that correspond, generally, to instructional units considered most practical, this bibliography provides suggested readings to supplement conventional textbooks in courses common to most journalism curricula.

Though extensive, the following bibliography was not designed to be exhaustive. It offers sufficient resources, we believe, for the construction of not only a full complement of instructional units in a conventional program but also for creation of a comprehensive course in blacks and the media.

In contributing this information to the ad hoc committee on "Integration of the Profession" of AEJ's division on Minorities and Communication, we express our gratitude to Donald Smith of the Pennsylvania State University, chairman of that committee; Samuel Adams of the University of Kansas, chairman of MAC's committee on teaching standards; Justine Rector of Howard University, and Harry Amana of the University of North Carolina.

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Philadelphia, PA

July, 1979

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